Facebook Concepts

1. **Posting** to your own Timeline: A post or status update is something you share that is generally original to you. If you’re going out to eat, or just saw a cool movie, or have taken photos you want to post, this is what happens:

   ![Diagram](image1)

   This is how the News Feed is populated with information. The more you post, the more stuff goes to your friends’ News Feeds.

2. **Sharing** content from your **News Feed**: As you’re scrolling through your News Feed (filled with posts and shared content from friends) you may see something you like and wish to share to your own timeline. Sharing is a way of keeping ideas “for later” but remember, what you share is also placed on your friends’ news feeds.

![Diagram](image2)

Your friends may also share what is in his/her news feed.
3. **Liking or commenting:** Either of these activities may post content into your friend’s newsfeeds, same as sharing, but the content you like or comment on will NOT appear in your own timeline.

4. **Tagging** your Facebook friends in a status (text) or photo (picture): A tag is a link that you create to send a friend a **notification** they are either mentioned in a status or there is a photo of them (or something related to them) that YOU have uploaded to Facebook. Tagging is done through a prompt on Facebook (depending on text or photo, the tag prompt looks slightly different)
5. Conversely, one of your Facebook friends may tag you in a photo or status. This is the opposite of what happened before:
6. **Sharing or Posting Content to a Friend’s Timeline**: If something in particular strikes you, you may share or post it to one of your Facebook friend’s timelines:

In this way, your friend's friends may see, like, and comment on content you have posted.
7. Alternatively, you may think of your own **Newsfeed** as a **funnel**. Remember! Facebook cherry picks your feed based on your likes, comments, shares, and reactions to your friends’ posts.